

Change of Heart

CHANGE A LIFE WITH YOUR SPARE CHANGE

COMMUNITY FUNDRAISER FOR Jacob's Heart.

CHANGE OF HEART CHECKLIST

60 DAYS BEFORE JARS ARE DISTRIBUTED:

- ♥ Identify who will be helping you with this project (i.e. a club, a group of your friends, etc.)
- ♥ Confirm with your school that you can host the *Change of Heart* fundraiser.
- ♥ Turn in your *Change of Heart* application at least 6 weeks prior to the date of Activation.

30 DAYS BEFORE JARS ARE DISTRIBUTED:

- ♥ Distribute flyers and letters to teachers keeping track of which classes will be participating.
- ♥ Get approval to post flyers (and any additional posters you make) from your school.
- ♥ Plan how else you will get the word out; announcements in class or over the intercom?
- ♥ Determine who will help distribute the jars and to which classrooms, as well as tabling times.

10 DAYS BEFORE JARS ARE DISTRIBUTED:

- ♥ Sign and print out letters to students.
- ♥ Distribute letters & flyers to all classes that are participating.
- ♥ Post all flyers and posters around your school.
- ♥ Send out a reminder email to students and teachers about the *Change of Heart* fundraiser dates and details.

ACTIVATION:

- ♥ Day jars will be distributed, date: _____
- ♥ Distribute all jars to participating classrooms.
- ♥ Confirm with teachers that students will be receiving the flyers and letters to students.
- ♥ Start making classroom announcements.

MIDWAY THROUGH JAR DISTRIBUTION PERIOD:

- ♥ Date _____
- ♥ Check in with students and teachers! Do jars need to be emptied? Are more letters or flyers needed?
- ♥ Confirm Counting Date with Jacob's Heart by emailing ishtar@jacobsheart.org

COLLECTION AND FOLLOW UP:

- ♥ Collect all jars and deliver to Jacob's Heart, date _____
- ♥ Count your *Change of Heart* impact! Share on IG: @jacobsheartkids or Facebook: @jacobsheart.
- ♥ Send Jacob's Heart any photos that you may have taken during your fundraiser.

Jacob's Heart[™]
CHILDREN'S CANCER SUPPORT SERVICES

680 West Beach Street, Watsonville CA 95076 ♥ 831-724-9100 ♥ jacobsheart.org/change